

Ad ID 3018

Ad Text It's hard to be black in America, still it's even harder to be safe if you are black in America.

Black Lives Matter's new app proclaiming no Black person is safe in America is flipping the Facebook Safety Check tool on its head.

But if the Facebook service is focused on natural disasters and so on, the BLM App is aimed to provide personal safety of any black American in the racist country he lives.

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Ad Landing Page <https://www.facebook.com/WilliamsandKalvin/>

Ad Targeting Location - Living In: United States

Age: 18 - 65+

Placements: News Feed on desktop computers or News Feed on mobile devices

People Who Match: Interests: Martin Luther King, Jr., African-American Civil Rights Movement (1954–68), African-American history or Malcolm X

Ad Impressions 7,999

Ad Clicks 385

Ad Spend 300.00 RUB

Ad Creation Date 02/03/17 03:58:53 AM PST

Ad End Date 02/06/17 03:58:53 AM PST



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